**Patent Reply Application Number 09/411,663**
**Hester Claim 1,**

Hester's Claim 1 "couples a Managed Voice –over – Internet Protocol (MVoIP) Network between said Internet Web Page user LSAP and said advertiser CPE such that a "PSTN" like quality voice telephone conversation can take place between said web page user and said advertiser: The novel approach found here includes the following:

1. One of the major novel differences between Petty and Hester is the replacement of the existing present art PSTN, with a **Managed** Voice over IP network (MVoIP) for call connectivity. This can be seen in the attached figures 1, 2 and 3 of Hester Application. With these Figures, Hester attempts to show how the existing PSTN is replaced with a Managed Voice over IP network for placing calls from Web Page navigation. The significant advantages of this are described in other Claims of this response. Some of these novel implementations include; toll free calling as we know it in present art, significant savings in cost to the advertiser, significant time saving for the user, significantly less aggravation on the users part when not having to wait in queue, less frustration when attempting to navigate the prompts of the advertises 800 call center, security of the MVoIP versus the Internet, this method is also compatible with existing CPE and does not require the replacement of existing call center equipment or customer CPE, while also having the capability to have a quality voice call with an advertiser while browsing their Web Page. The Petty patent provides none of these methods or novel approaches.

2. Hester's application describes the call to the advertiser or in the case of a call to a single individual (B party), and then to the web page user (A party). Hester implementation describes this call control via the Call Control Server (CCS), which controls the communication to the MVoIP gateways (described in claim 4), which are connected to the Local Service Access Points (LSAP's) in the network. Hester's approach calls the advertiser first and upon verified answer, the call to the web page user is made. This auto-navigation is described in Claim 6. Petty does not have a method of auto navigation. Upon answer by the web page user the call is connected in the IP domain of the network between the two VoIP gateways involved in the call setup. Petty does not do this. Petty uses the PSTN to connect the call through their CTI hardware. Numerous companies such as Level 3, Qwest etc, have Local Service Access Points in their networks to terminate VoIP calls. **This is an important part of this Claim**. This method of call control from the Internet is an unregulated call type. By this I mean that toll charges, toll settlement, toll access charges, local access charges etc, do not apply to calls originated from the Internet and or are services not provided by the local service provider. Since the MVoIP gateways are "collocated with the LSAP's there is no "toll" charges due to long distance carriers in the call set up. It is important to understand that Hester claims a method of a "PSTN" quality like call but Hester application does not use the "PSTN" except for connecting to the PSTN at the Local Service Access Points in the network. The "PSTN" and in particular the "toll" portion of the call is accomplished by the MVoIP implementation.

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**Claim 1 cont.**

3. Hester application and implementation also allows for security and increased reliability by connecting the user to the secure, reliable **MANAGED** VoIP network (not the internet) as soon as possible in the call process. Hester implementation calls for the Call Control server (CCS) and all other servers to be located within the secure bounds of the MVoIP network. The Internet is recognized as not being a secure and reliable network for major business application relating to voice connectivity.

Petty describes a method using Computer Telephony Interface (CTI) for making calls to the user of the web page and the business call center (advertiser of the web page). CTI equipment is widely known in the industry and provides standard interfaces to the Public Switch Telephone Network (PSTN). These interfaces as described by Petty could include Primary Rate Interface (PRI), trunk interfaces etc. With this implementation two interfaces to the local switch service provider are required. More importantly, since the this interface is to the PSTN local access, each of the two call made, one to the business and the other to the web page user (customer), will require **toll charges** to be applied. Petty's implementation, as indicated by Petty in the application, is for small to medium business. This is primarily because of the need for two interfaces per call and this architecture approach does not scale to larger or smaller applications. Hester described the problems associated with this prior art on page 8 line 20 of the Hester application. Hester application is for any size business or even a single individual with a web page.

Hester's Claim 1 also describes on page 29 line 15, the association of an advertiser telephone number with said product/service of Internet. Hester named these "Call Me" capabilities in the application. Petty called it "Voice Button". As described in Hester's application, any name, symbol, web page location, email name, etc. can have a telephone number associated with it. The number can be hidden from the user for privacy reasons. Numerous "Call Me" capabilities can be applied to a web page. For example as described in Claim 12 of the Hester application, the White Pages can be "Call Me" enabled. This means that every name in the phone book can be called from the Internet using the Hester implementation. These calls would be free of toll charges as we know them in present art. Petty's implementation is a "Voice Button" per 800-call center number and is literally a button on a web page that is used to call a specific 800 number at the advertiser location.

Hester Claim 1 page 29 line 16 claims a method of establishing a quality voice call between the user and business customer by enabling the MVoIP network to establish the connection. Petty allows a call to be established using the existing PSTN with its expensive interfaces and toll charges associated with each leg of the call.

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**Hester Claim 2**

Hester's Claim 2 includes method of Claim 1 further comprising the steps of providing a second LSAP as said advertisers CPE for establishing IP data connection with said Web Page user.
As defined in Claim 1, Petty does not provide a Managed Voice over IP network for establishing these connections. This Claim further adds to Claim 1 the Local Service Access Point for the advertiser end of the call. This Claim exists because the CPE at the advertisers location can be existing PSTN technology as in Claim 1, or IP technology directly connected to the MVoIP network utilizing IP technology as defined in Claim 3, a direct IP connection with IP based technology as the advertiser CPE would not require the use of the PSTN related Local Service Access Point (LSAP). Claim 3 defines the implementation with IP advertiser CPE based technology. Petty's patent does not allow for or discuss the use of IP based telephony CPE except for CPE connected to the Internet which is the personal computers used for VoIP application described by Petty. Petty's implementation would mean that every PC would have to be equipped with compatible software and quality speakers and microphones for the implementation to be useful in business application. Hester novel approach takes in to account that most of the Personal Computers that are used to browse the web that will have the capability to utilize the Voice Button in the Petty Patent will not have speakers plugged in or a microphone. Even if that were the case, the quality of the call using the VoIP via the Internet as described by Petty, is of such poor quality and reliability that business would not implement such an implementation. Hester's implementation calls for IP based CPE such as IP PBX, IP based call center technology etc., where this technology is connected directly to the Managed VoIP network described in Hester application and all of its novel implications.

**Response to the rejection:**
The rejection of Claim 2 is based on Petty disclosure of a method of further comprising the steps of providing a second group of locations as said advertiser CPE for establishing IP data connections with Web Page user. See figure 6 and 7.
Hester believes that the comparison has been falsely interpreted. Petty defines, in figure 6 and 7, a method of providing **data** collaboration between multiple users. Petty defines in the description a "method of establishing an IP data connection to the Web Page user". These figures demonstrate multiple data connections to multiple users at the same time, not the existence of multiple Local Access Points as described by Hester. The words in the description are very similar but the implementation and intent of the implementations are extremely different. The voice calls being made in these figures utilize the CTI hardware interfaces to the existing PSTN. To accomplish this conferencing feature, Petty must deploy a conference bridge that is common in the art of voice conferencing.

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**Hester Claim 3.**

Claim 3 is a method of implementing this novel approach by the use of Internet Protocol CPE at the advertiser location for transmitting both Voice and data from and to the web Page user. This Claim is important because it defines that IP based systems such as IP Call Center, IP based Private Branch Exchanges IP PBX technologies that are well defined in the arts, could be used to terminate the advertisers end of the call. In this implementation the need for a "PSTN" Local Service Access Point is not required because the advertisers CPE (Call Center equipment) is coupled directly to the Managed Voice over Internet Protocol (MVoIP) network. In this implementation Voice over IP (VoIP) gateways at the advertiser location are not required.

**Response to the Rejection:**
The Petty implementation as shown in Petty's Figure 1, connects **everything** to the PSTN. The IP data connections are through the PSTN as Internet data connections to the Internet Service Provider. Petty's VoIP capability as defined in their Patent defines a method of having a voice connection using this data connection. This means that the voice must be through the Internet to the Internet Service Provide and then connecting to the VoIP gateway that converts the IP voice to PSTN voice. The method of VoIP at the user CPE end will be with whatever technology exists in the users PC. This is not a quality method for business voice conversations. Petty has no Managed VoIP network as defined by Hester nor is there any direct IP connections to the Managed VoIP network.

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**Hester Claims 4**

Claim 4 provides the implementation of Gateways that provide the Voice over IP conversion between the LSAP's, which are PSTN technology, and the MVoIP network. VoIP gateways are common in the art and have been deployed in networks for sometime. The Call Control Server in the Hester application controls these Gateways for call set up, tear down and other call related issues. The control of the Gateways may be through the use of Softswitch Technology is well defined in the arts. All applications such as billing records, traffic measurements etc. are gathered by the CCS. Gateways are deployed in the MVoIP network strategically such that call hand-off to the local service carrier is a local call on both the user and the advertiser end of the call connection.

Petty does not implement VoIP gateways except for the method of voice over the Internet using the user CPE IP technology (personal computer e/w microphone and speakers). An example would be, as described in the Petty patent, allowing the user to define that the call is to be set up using the IP address of their Personal Computer. This is a VoIP call over the Internet using the users CPE Personal Computer). Hester application does not allow this due to the fact that quality of the VoIP call cannot be guaranteed. Further complication arise when an Advertiser implements this technology to lower their cost by shorter agent work times, and a call request comes in that does not have the user on the other end because the user CPE microphone or speaker are not working, or there is incompatibility in the VoIP network and the User CPE which the advertiser can not control. Business application will not allow customers to call them using their PC CPE over the Internet. The name of the Hester Patent Application includes the words "Quality voice calls", this cannot be achieved with VoIP over the World Wide Web or Internet as defined in the Petty application.

**Response to Claim 4 rejection:**
It is important to understand that Petty's implementation only uses Gateways when the User has selected the option for being called on the VoIP connection of their CPE. In this case the CPE (personal computer) must be IP enabled with a microphone, speakers, and VoIP software compatible with the advertisers network. Petty's gateways are for converting the voice over the Internet to the PSTN. Hester's application of gateways is for connecting to the Local Service Access Points and the Managed VoIP network. The only time the Internet is used in the Hester Application is for the user to connect to the Web Page, communications from then on are on a secure MVoIP network to the CCS, which receives the data from the Web Page for making decisions on how to handle the call. This is for security and reliability of the voice call. Petty does not do this. Petty does not do this.

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**Hester Claim 5**

Hester Claim 5 provides a method of "coupling at least one managed Web-based server to said first and second gateways for storing information data of Web Page user received from the internet web page and necessary to complete a call to said advertiser such as user telephone number, user name, address, and language preference, and user identification of the product/services preferences comprising flight information, ticket purchase, pricing, fares, color, and style:

Claim 5 of the Hester application is a novel important part of this application. Claim 5 is a capability of storing user information for rapid use by the advertiser. In Hester's application the server performing this task is part of the novel implementation of the secure managed MVoIP network defined in Claim 1. More importantly as defined in claim 6, Hester uses the information derived from the web page to **automatically navigate** the advertiser call center prompt or direct the call to the proper department or individual. Petty's implementation does not automatically navigate the advertisers prompts. Petty's implementation requires that the user manually navigate the call center prompts in the same manner when calling the advertiser direct. Petty's implementation also has this server connected to the Internet where security and privacy is a major concern when dealing with user personal data of this nature over the Internet.

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**Hester Claim 6**

Hester's application in Claim 6 also defines that the "Call Me" implementation is a mirror image of the business call center prompts. By this Hester means that depending on where on the page the "Call Me" is requested, the **novel** approach taken is to **automatically navigate** the business prompts at the call center **without user interaction.** The novel approach taken in the Hester application describes that, the business is called first, automatically navigating the call center prompts with the rules derived from the location of the "Call Me" on the web page. Only after a call center agent is on the line, is the call placed to the user. This novel approach keeps the user (customer) from getting upset while waiting in long call hold queues at a call center. Petty's Voice Button has a physical button shown on the web page intended to call a specific (800) number for the business such as a call center. The customer must navigate the business prompts at the call center to locate the proper agent or department. An example would be if Petty implementation were applied to American Airlines, the number that Voice Button would call would be the 1- 800- American Airlines. When this 800 number was answered the user would have to be on the line to navigate the prompts for the right department or agent. The novel approach in the Hester implementation would automatically sent the Multi-Frequency digit required by the call center prompts to navigate to the desired agent or department based on the location of the "Call Me " on the web page. For example if the user wanted to talk to internal reservations, the user may simply press on the international reservation "Call Me " on the web site. The number and rules associated with this action are hidden to the user and will automatically navigate the call center for the proper agent, department or individual if required. The Petty patent does not address these methods.

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**Hester Claim 7**

Hester Claim 7 defines a method of coupling and international LSAP to said MVoIP for connecting the international web page user CPE to an advertiser CPE: **This is an important claim because of the ubiquity of the internet web pages.** Anyone, anywhere in the world, can for example view a web site in the United States. If for example, a web page user in Europe browsing a web site located in the United States, prior art would require the user to call a published United States phone number. This is an international toll call and very expensive. Most web site only publishes 800-type number for use in the United States only. This novel approach allow users from all over the world to utilize the "Call Me" capability of the Hester claims for a quality voice call Hester Claim allows the MVoIP network to establish connection to international locations where Gateways are coupled to LSAP at the international local service providers location. This novel implementation bypasses all toll charges for this international connection. Networks like Level 3, Global Crossing, and Qwest have established MVoIP networks though out the world for voice and data traffic. This approach takes advantage of this technology for web page call control.

**Hester Claim 8**

Hester Claim 8 defines an overall method of establishing the novel Managed VOIP network, Local Service Access Points, "Call Me" capability, mirroring of the advertisers prompts at the advertisers CPE on the Web page, auto navigation through the advertisers CPE to the proper agent/department etc. This claim further define a method of providing to the advertisers CPE all the information required to shorten the response time of the advertiser agent, connecting user and advertisers agent via the MVoIP network with "PSTN" like voice quality. Petty does not implement any of the methods described in this Claim.

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**Hester Claim 9**

Claim 9 is a "method of bypassing the regulated toll portion of the Public Switching Telephone Network (PSTN) to establish a quality voice communication between an Internet web Page advertiser and an Internet web user:

Claim 9 is a critical part of this application. The novel approach of deploying the MVoIP network with the Web Page navigation and the implementation of Local Service Access Points (LSAP) provides an end result of this Claim. It has been defined that enhanced services, particular over the Internet are not regulated services. In other words, interstate/intrastate/access charges are not associated with Internet initiated connections. In today's PSTN regulated environment, a call from a local subscriber to another party out side the local calling area, is regulated by the FCC, requiring the long distance part of the call be carried by a toll carrier. Charges for the call are determined by the location of the calling and called party. In case of 800 calls the owner of the 800 numbers pays a flat rate for the calls received. The novel approach implemented with the Hester application bypasses the toll carrier and also reduces the cost of local access because it is an Internet initiated call/service. Also as define in Claim 1 Hester has implemented a MVoIP network with Gateways as defined in Claim 4 to connect to the local switch assess points LSAP of the local service providers. Claim 3 eliminates the need for gateways and LSAP if the CPE of the advertiser is IP based technology.

Petty describes a method using Computer Telephony Interface (CTI) for making calls to the user of the web page and the business call center (advertiser of the web page). CTI equipment is widely known in the industry and provides standard interfaces to the Public Switch Telephone Network (PSTN). These interfaces as described by Petty could include Primary Rate Interface (PRI), trunk interfaces etc. With this implementation two interfaces to the local switch service provider are required. When using these PSTN interfaces it requires two calls to be made, one to the business and the other to the web page user (customer). Toll charges and local access charges will generally apply in all these call cases. Petty's implementation, as indicated by Petty in the application, is for small to medium business. This is primarily because of the need for two interfaces per call and this architectural approach does not scale to larger or smaller applications. Hester described the problems associated with this prior art on page 8 line 20 of the Hester application. Hester application is for any size business or even a single individual with a web page.

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**Hester Claim 10**

Hester Claim 10 is a method of completing a telephone call between an Internet Calling Party and an Internet Called Person:

This Claim is novel in that Hester allows individuals to use this capability of placing quality phone calls. This claim is separate due to the fact that anyone, not just business advertisers can benefit from this implementation. A novel implementation of this Claim would be for an Ebay seller to be able to have a potential buyer browsing Ebay's website click on the seller name (for example) placing a quality voice call to the seller for further information about the item for sell. This method protects the sellers phone number for privacy reasons. The user never knows what number is called. Another novel approach is for use on individual private web site. College students that set up there own web site could have this service such that their parents and friends could browse their web site, click on there name and place a quality phone call to the student. It is also important to understand that the phone number being called can be a regular phone, a cell phone or a pager. All of the other Claims such as toll free, auto navigation etc still apply to this implementation.

**Hester Claim 11**

Hester Claim 11 includes Claim 10 including the steps of locating the name of the Called Person CPE from e-mail document received on the Calling person CPE. This claim is novel in that any time a recipient of an email needs or desires to talk to the sender of an email, a simple click on the senders name will enable the claims of this application for quality "PSTN like" voice calls. Privacy of personal phone number is an issue. Hester novel implementation allows the email recipient to locate the name of the email sender, click on the name, and utilizing the Hester implementation described in the claims, place a quality voice call to the sender of the email. The novel approach also includes all the claims in the application including toll free, auto navigation etc. Patents probably exist for placing calls from received emails, however they will not include the novel approach of the MVoIP network and the LSAP, which clearly make the Hester implementation unique in the art. These patents would include the capability of calling using the PSTN or the Internet, which Hester application does not address. .

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**Hester Claim 12**

Claim 12 includes the step of storing the white pages of a telephone directory on an Internet Web server so that the telephone number of the Called Person can be located by the Web Page user CPE: This claim further expands claim 10 to include the novel approach of placing the white pages on a web page enabled with the "call me" capability of the application. This approach allows for all the novel features of the prior claims. These claims include toll free calling, auto navigation to the called number, and quality voice over the managed IP network.

**Hester Claim 13**

Claim 13 embodies a **system** which implements the MVoIP network for connecting an Internet web page user to the advertiser call center. This **system** integrates a Managed VoIP network for call control and coupling of voice/data connection to provide quality voice communications. The Petty patent does not integrate such a system. This system utilizes novel LSAP implementation for toll free calling any where in the world. Petty does not provide this implementation.

**Hester Claim 14**

Claim 14 adds to claim 13 by the novel use of **automated navigation** of the call center. This is accomplished by coordinating the novel website "call me" capability and location on the web site with the call center prompts. Petty does not do this. Petty connects the user first and then the user must navigate the call center prompts.

This system also describes the PSTN like quality achieved with the implementation of the MVoIP network. Petty does not. Petty utilizes the PSTN for it call set up and voice connection.